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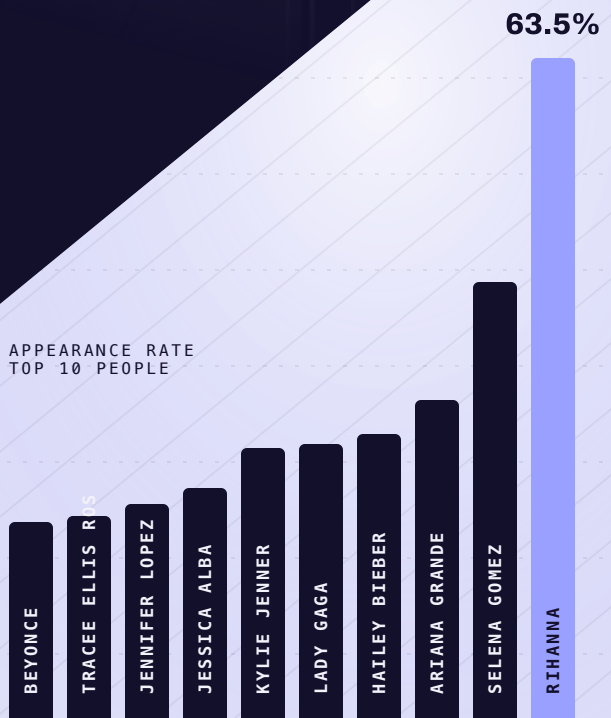
CELEBRITY BEAUTY INDEX 2.0

Which celebrities AI ties to beauty brands
288 AI answers · November 6 to 7, 2026

Measured :
November 6 to 7, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 56 Google AI Overviews

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AT A GLANCE

Rihanna leads this measured set. Selena Gomez is second.

Rihanna: 183/288 returned four-engine answers (63.5%; 95% interval 57.8–68.9%).

Version 2. This version replaces the first version of this study, first published July 20, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

63.5%
of answers named Rihanna, the most-named (183 of 288)

31
tracked people named at least once (of 32)

86.2%
of Google searches showed an AI Overview (56 of 65)

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KEY FINDINGS

01 What the data shows

MEASURED APPEARANCE

Rihanna

Rihanna: 183/288 returned four-engine answers (63.5%; 95% interval 57.8–68.9%).

NAMED FIRST

83/288 (28.8%)

Rihanna was the first person named in 83 of 288 answers, more than any other tracked person. Rihanna's average first position was 2.1.

CHATGPT SKEW

27/72 (37.5%)

ChatGPT named Kylie Jenner in 27 of 72 answers. The other engines named Kylie Jenner in 14 to 18 of 72.

PERPLEXITY SKEW

18/72 (25%)

Perplexity named Harry Styles in 18 of 72 answers. The other engines named Harry Styles in 5 to 9 of 72.

AIO TRIGGER

56/65 (86.2%)

Google AI Overviews appeared on 56 of 65 searches (CI 75.7–92.5%). On the other 9, no overview was shown.

AIO LEADER

30/56 (53.6%)

Rihanna was the person named most often in AI Overviews, at 30 of 56, followed by Selena Gomez at 25 of 56 (44.6%). In the four-engine set, Rihanna was named in 183 of 288 answers (63.5%).

TOP DOMAIN

91/288 (31.6%)

en.wikipedia.org was cited in 91 of 288 grounded four-engine answers, with 166 of 2,456 citations (6.8%). newbeauty.com came second with 61 citations in 53 answers (18.4%).

02

THE LEADERBOARD

Which people AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.

	BRAND	RATE	NAMED IN
1	Rihanna	63.5%	183/288
2	Selena Gomez	42.0%	121/288
3	Ariana Grande	30.6%	88/288
4	Hailey Bieber	27.4%	79/288
5	Lady Gaga	26.4%	76/288
6	Kylie Jenner	26.0%	75/288
7	Jessica Alba	22.2%	64/288
8	Jennifer Lopez	20.5%	59/288
9	Tracee Ellis Ross	19.4%	56/288
10	Beyonce	18.8%	54/288
11	Kim Kardashian	16.7%	48/288
12	Gwyneth Paltrow	16.3%	47/288
13	Harry Styles	13.9%	40/288
14	Victoria Beckham	13.5%	39/288
15	Pharrell Williams	13.2%	38/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 288 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,456 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Rihanna	183/288	63.5%	57.8–68.9%	2.1	not available	not available
2	Selena Gomez	121/288	42%	36.5–47.8%	2.7	not available	not available
3	Ariana Grande	88/288	30.6%	25.5–36.1%	4.1	not available	not available
4	Hailey Bieber	79/288	27.4%	22.6–32.9%	3.2	not available	not available
5	Lady Gaga	76/288	26.4%	21.6–31.8%	4	not available	not available
6	Kylie Jenner	75/288	26%	21.3–31.4%	3.6	not available	not available
7	Jessica Alba	64/288	22.2%	17.8–27.4%	5.5	not available	not available
8	Jennifer Lopez	59/288	20.5%	16.2–25.5%	4.9	not available	not available
9	Tracee Ellis Ross	56/288	19.4%	15.3–24.4%	4.4	not available	not available
10	Beyonce	54/288	18.8%	14.7–23.7%	4.2	not available	not available
11	Kim Kardashian	48/288	16.7%	12.8–21.4%	5	not available	not available
12	Gwyneth Paltrow	47/288	16.3%	12.5–21%	6.4	not available	not available
13	Harry Styles	40/288	13.9%	10.4–18.4%	3.7	not available	not available
14	Victoria Beckham	39/288	13.5%	10.1–18%	7.1	not available	not available
15	Pharrell Williams	38/288	13.2%	9.8–17.6%	4.3	not available	not available
16	Drew Barrymore	34/288	11.8%	8.6–16%	6.4	not available	not available
17	Miranda Kerr	33/288	11.5%	8.3–15.7%	5.6	not available	not available
18	Scarlett Johansson	29/288	10.1%	7.1–14.1%	4.6	not available	not available
19	Millie Bobby Brown	27/288	9.4%	6.5–13.3%	7	not available	not available
20	Olivia Rodrigo	24/288	8.3%	5.7–12.1%	1.5	not available	not available
21	Taraji P. Henson	24/288	8.3%	5.7–12.1%	3.8	not available	not available
22	Zendaya	24/288	8.3%	5.7–12.1%	2.1	not available	not available
23	Jennifer Aniston	22/288	7.6%	5.1–11.3%	5.1	not available	not available
24	Gabrielle Union	18/288	6.3%	4–9.7%	5.6	not available	not available
25	Halsey	18/288	6.3%	4–9.7%	8.4	not available	not available
26	Bella Hadid	15/288	5.2%	3.2–8.4%	5.1	not available	not available
27	Kendall Jenner	15/288	5.2%	3.2–8.4%	3.1	not available	not available
28	Sydney Sweeney	11/288	3.8%	2.1–6.7%	2.5	not available	not available

THE LEADERBOARD

02 The full list (continued)

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
29	Eva Longoria	6/288	2.1%	1–4.5%	1.3	not available	not available
30	Amanda Seyfried	5/288	1.7%	0.7–4%	2	not available	not available
31	Margot Robbie	3/288	1%	0.4–3%	5	not available	not available
32	Kerry Washington	0/288	0%	0–1.3%	–	not available	not available

02 THE LEADERBOARD

Separately ranked: Celebrity beauty brands

Appearance counts in 288 returned four-engine answers. Separate from the main ranking.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Fenty Beauty	172/288	59.7%	54.0–65.2%	93
2	Rare Beauty	125/288	43.4%	37.8–49.2%	26
3	Kylie Cosmetics	74/288	25.7%	21.0–31.0%	7
4	Haus Labs	68/288	23.6%	19.1–28.8%	6
5	Honest Beauty	62/288	21.5%	17.2–26.6%	6
6	Rhode	61/288	21.2%	16.9–26.3%	23
7	r.e.m. beauty	58/288	20.1%	15.9–25.1%	2
8	Pattern Beauty	53/288	18.4%	14.4–23.3%	15
9	JLo Beauty	41/288	14.2%	10.7–18.7%	0
10	Humanrace	39/288	13.5%	10.1–18.0%	4
11	Pleasing	39/288	13.5%	10.1–18.0%	20
12	Cecred	37/288	12.8%	9.5–17.2%	12
13	SKKN BY KIM	35/288	12.2%	8.9–16.4%	5
14	Victoria Beckham Beauty	35/288	12.2%	8.9–16.4%	0
15	Flower Beauty	34/288	11.8%	8.6–16.0%	1
16	Kora Organics	32/288	11.1%	8.0–15.3%	3
17	The Outset	31/288	10.8%	7.7–14.9%	5
18	Florence by Mills	28/288	9.7%	6.8–13.7%	0
19	About-Face	16/288	5.6%	3.4–8.8%	0
20	LolaVie	16/288	5.6%	3.4–8.8%	1
21	Orebella	9/288	3.1%	1.7–5.8%	4

02 THE LEADERBOARD

Question group: Celebrity makeup brands

60 returned four-engine answers to this group's 5 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Rihanna	60/60	100.0%	94.0–100.0%	41
2	Selena Gomez	59/60	98.3%	91.1–99.7%	5
3	Lady Gaga	45/60	75.0%	62.8–84.2%	2
4	Kylie Jenner	43/60	71.7%	59.2–81.5%	2
5	Ariana Grande	39/60	65.0%	52.4–75.8%	1
6	Hailey Bieber	29/60	48.3%	36.2–60.7%	7
7	Jessica Alba	29/60	48.3%	36.2–60.7%	0
8	Drew Barrymore	23/60	38.3%	27.1–51.0%	0
9	Kim Kardashian	22/60	36.7%	25.6–49.3%	0
10	Victoria Beckham	21/60	35.0%	24.2–47.6%	0
11	Halsey	16/60	26.7%	17.1–39.0%	0
12	Jennifer Lopez	13/60	21.7%	13.1–33.6%	0
13	Gwyneth Paltrow	11/60	18.3%	10.6–29.9%	0
14	Millie Bobby Brown	11/60	18.3%	10.6–29.9%	0
15	Beyonce	6/60	10.0%	4.7–20.1%	0
16	Tracee Ellis Ross	6/60	10.0%	4.7–20.1%	0
17	Harry Styles	4/60	6.7%	2.6–15.9%	0
18	Miranda Kerr	4/60	6.7%	2.6–15.9%	0
19	Kendall Jenner	3/60	5.0%	1.7–13.7%	2
20	Margot Robbie	3/60	5.0%	1.7–13.7%	0
21	Pharrell Williams	3/60	5.0%	1.7–13.7%	0
22	Scarlett Johansson	3/60	5.0%	1.7–13.7%	0
23	Bella Hadid	2/60	3.3%	0.9–11.4%	0
24	Jennifer Aniston	2/60	3.3%	0.9–11.4%	0
25	Amanda Seyfried	0/60	0.0%	-0.0–6.0%	0
26	Eva Longoria	0/60	0.0%	-0.0–6.0%	0
27	Gabrielle Union	0/60	0.0%	-0.0–6.0%	0
28	Kerry Washington	0/60	0.0%	-0.0–6.0%	0
29	Olivia Rodrigo	0/60	0.0%	-0.0–6.0%	0
30	Sydney Sweeney	0/60	0.0%	-0.0–6.0%	0
31	Taraji P. Henson	0/60	0.0%	-0.0–6.0%	0
32	Zendaya	0/60	0.0%	-0.0–6.0%	0

02 THE LEADERBOARD

Question group: Celebrity skincare brands

60 returned four-engine answers to this group's 5 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Rihanna	35/60	58.3%	45.7–69.9%	13
2	Hailey Bieber	32/60	53.3%	40.9–65.4%	16
3	Pharrell Williams	32/60	53.3%	40.9–65.4%	2
4	Jessica Alba	24/60	40.0%	28.6–52.6%	4
5	Scarlett Johansson	24/60	40.0%	28.6–52.6%	4
6	Selena Gomez	19/60	31.7%	21.3–44.2%	1
7	Miranda Kerr	18/60	30.0%	19.9–42.5%	1
8	Kim Kardashian	17/60	28.3%	18.5–40.8%	4
9	Harry Styles	16/60	26.7%	17.1–39.0%	9
10	Jennifer Lopez	16/60	26.7%	17.1–39.0%	0
11	Gwyneth Paltrow	15/60	25.0%	15.8–37.2%	0
12	Ariana Grande	9/60	15.0%	8.1–26.1%	1
13	Kylie Jenner	9/60	15.0%	8.1–26.1%	0
14	Victoria Beckham	5/60	8.3%	3.6–18.1%	0
15	Lady Gaga	4/60	6.7%	2.6–15.9%	0
16	Tracee Ellis Ross	4/60	6.7%	2.6–15.9%	0
17	Beyonce	3/60	5.0%	1.7–13.7%	0
18	Taraji P. Henson	3/60	5.0%	1.7–13.7%	3
19	Millie Bobby Brown	1/60	1.7%	0.3–8.9%	0
20	Amanda Seyfried	0/60	0.0%	-0.0–6.0%	0
21	Bella Hadid	0/60	0.0%	-0.0–6.0%	0
22	Drew Barrymore	0/60	0.0%	-0.0–6.0%	0
23	Eva Longoria	0/60	0.0%	-0.0–6.0%	0
24	Gabrielle Union	0/60	0.0%	-0.0–6.0%	0
25	Halsey	0/60	0.0%	-0.0–6.0%	0
26	Jennifer Aniston	0/60	0.0%	-0.0–6.0%	0
27	Kendall Jenner	0/60	0.0%	-0.0–6.0%	0
28	Kerry Washington	0/60	0.0%	-0.0–6.0%	0
29	Margot Robbie	0/60	0.0%	-0.0–6.0%	0
30	Olivia Rodrigo	0/60	0.0%	-0.0–6.0%	0
31	Sydney Sweeney	0/60	0.0%	-0.0–6.0%	0
32	Zendaya	0/60	0.0%	-0.0–6.0%	0

02 THE LEADERBOARD

Question group: Rising celebrity partners

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Hailey Bieber	8/24	33.3%	18.0–53.3%	6
2	Olivia Rodrigo	7/24	29.2%	14.9–49.2%	6
3	Rihanna	6/24	25.0%	12.0–44.9%	0
4	Selena Gomez	6/24	25.0%	12.0–44.9%	2
5	Lady Gaga	4/24	16.7%	6.7–35.9%	3
6	Sydney Sweeney	4/24	16.7%	6.7–35.9%	1
7	Jennifer Lopez	3/24	12.5%	4.3–31.0%	0
8	Zendaya	3/24	12.5%	4.3–31.0%	3
9	Gwyneth Paltrow	2/24	8.3%	2.3–25.8%	0
10	Millie Bobby Brown	2/24	8.3%	2.3–25.8%	0
11	Miranda Kerr	2/24	8.3%	2.3–25.8%	1
12	Pharrell Williams	2/24	8.3%	2.3–25.8%	0
13	Jessica Alba	1/24	4.2%	0.7–20.2%	0
14	Kendall Jenner	1/24	4.2%	0.7–20.2%	0
15	Scarlett Johansson	1/24	4.2%	0.7–20.2%	1
16	Amanda Seyfried	0/24	0.0%	0.0–13.8%	0
17	Ariana Grande	0/24	0.0%	0.0–13.8%	0
18	Bella Hadid	0/24	0.0%	0.0–13.8%	0
19	Beyonce	0/24	0.0%	0.0–13.8%	0
20	Drew Barrymore	0/24	0.0%	0.0–13.8%	0
21	Eva Longoria	0/24	0.0%	0.0–13.8%	0
22	Gabrielle Union	0/24	0.0%	0.0–13.8%	0
23	Halsey	0/24	0.0%	0.0–13.8%	0
24	Harry Styles	0/24	0.0%	0.0–13.8%	0
25	Jennifer Aniston	0/24	0.0%	0.0–13.8%	0
26	Kerry Washington	0/24	0.0%	0.0–13.8%	0
27	Kim Kardashian	0/24	0.0%	0.0–13.8%	0
28	Kylie Jenner	0/24	0.0%	0.0–13.8%	0
29	Margot Robbie	0/24	0.0%	0.0–13.8%	0
30	Taraji P. Henson	0/24	0.0%	0.0–13.8%	0
31	Tracee Ellis Ross	0/24	0.0%	0.0–13.8%	0
32	Victoria Beckham	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

Question group: Long-term brand ambassadors

48 returned four-engine answers to this group's 4 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Zendaya	18/48	37.5%	25.2–51.6%	13
2	Olivia Rodrigo	17/48	35.4%	23.4–49.6%	11
3	Rihanna	11/48	22.9%	13.3–36.5%	7
4	Gwyneth Paltrow	7/48	14.6%	7.2–27.2%	5
5	Sydney Sweeney	7/48	14.6%	7.2–27.2%	0
6	Eva Longoria	6/48	12.5%	5.9–24.7%	4
7	Amanda Seyfried	5/48	10.4%	4.5–22.2%	1
8	Jennifer Aniston	5/48	10.4%	4.5–22.2%	0
9	Kendall Jenner	5/48	10.4%	4.5–22.2%	1
10	Bella Hadid	4/48	8.3%	3.3–19.6%	0
11	Selena Gomez	4/48	8.3%	3.3–19.6%	0
12	Jennifer Lopez	3/48	6.3%	2.1–16.8%	0
13	Kylie Jenner	3/48	6.3%	2.1–16.8%	0
14	Victoria Beckham	2/48	4.2%	1.2–14.0%	0
15	Beyonce	1/48	2.1%	0.4–10.9%	0
16	Hailey Bieber	1/48	2.1%	0.4–10.9%	0
17	Kim Kardashian	1/48	2.1%	0.4–10.9%	0
18	Lady Gaga	1/48	2.1%	0.4–10.9%	0
19	Ariana Grande	0/48	0.0%	0.0–7.4%	0
20	Drew Barrymore	0/48	0.0%	0.0–7.4%	0
21	Gabrielle Union	0/48	0.0%	0.0–7.4%	0
22	Halsey	0/48	0.0%	0.0–7.4%	0
23	Harry Styles	0/48	0.0%	0.0–7.4%	0
24	Jessica Alba	0/48	0.0%	0.0–7.4%	0
25	Kerry Washington	0/48	0.0%	0.0–7.4%	0
26	Margot Robbie	0/48	0.0%	0.0–7.4%	0
27	Millie Bobby Brown	0/48	0.0%	0.0–7.4%	0
28	Miranda Kerr	0/48	0.0%	0.0–7.4%	0
29	Pharrell Williams	0/48	0.0%	0.0–7.4%	0
30	Scarlett Johansson	0/48	0.0%	0.0–7.4%	0
31	Taraji P. Henson	0/48	0.0%	0.0–7.4%	0
32	Tracee Ellis Ross	0/48	0.0%	0.0–7.4%	0

02 THE LEADERBOARD

Question group: Fragrance

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Ariana Grande	23/24	95.8%	79.8–99.3%	19
2	Rihanna	23/24	95.8%	79.8–99.3%	2
3	Jennifer Lopez	20/24	83.3%	64.1–93.3%	3
4	Beyonce	16/24	66.7%	46.7–82.0%	0
5	Bella Hadid	8/24	33.3%	18.0–53.3%	0
6	Selena Gomez	8/24	33.3%	18.0–53.3%	0
7	Victoria Beckham	7/24	29.2%	14.9–49.2%	0
8	Harry Styles	6/24	25.0%	12.0–44.9%	0
9	Kylie Jenner	6/24	25.0%	12.0–44.9%	0
10	Lady Gaga	6/24	25.0%	12.0–44.9%	0
11	Kim Kardashian	3/24	12.5%	4.3–31.0%	0
12	Zendaya	3/24	12.5%	4.3–31.0%	0
13	Jennifer Aniston	1/24	4.2%	0.7–20.2%	0
14	Amanda Seyfried	0/24	0.0%	0.0–13.8%	0
15	Drew Barrymore	0/24	0.0%	0.0–13.8%	0
16	Eva Longoria	0/24	0.0%	0.0–13.8%	0
17	Gabrielle Union	0/24	0.0%	0.0–13.8%	0
18	Gwyneth Paltrow	0/24	0.0%	0.0–13.8%	0
19	Hailey Bieber	0/24	0.0%	0.0–13.8%	0
20	Halsey	0/24	0.0%	0.0–13.8%	0
21	Jessica Alba	0/24	0.0%	0.0–13.8%	0
22	Kendall Jenner	0/24	0.0%	0.0–13.8%	0
23	Kerry Washington	0/24	0.0%	0.0–13.8%	0
24	Margot Robbie	0/24	0.0%	0.0–13.8%	0
25	Millie Bobby Brown	0/24	0.0%	0.0–13.8%	0
26	Miranda Kerr	0/24	0.0%	0.0–13.8%	0
27	Olivia Rodrigo	0/24	0.0%	0.0–13.8%	0
28	Pharrell Williams	0/24	0.0%	0.0–13.8%	0
29	Scarlett Johansson	0/24	0.0%	0.0–13.8%	0
30	Sydney Sweeney	0/24	0.0%	0.0–13.8%	0
31	Taraji P. Henson	0/24	0.0%	0.0–13.8%	0
32	Tracee Ellis Ross	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

Question group: Haircare

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Tracee Ellis Ross	24/24	100.0%	86.2–100.0%	10
2	Beyonce	22/24	91.7%	74.2–97.7%	10
3	Rihanna	22/24	91.7%	74.2–97.7%	4
4	Taraji P. Henson	18/24	75.0%	55.1–88.0%	0
5	Gabrielle Union	15/24	62.5%	42.7–78.8%	0
6	Jennifer Aniston	9/24	37.5%	21.2–57.3%	0
7	Kim Kardashian	2/24	8.3%	2.3–25.8%	0
8	Amanda Seyfried	0/24	0.0%	0.0–13.8%	0
9	Ariana Grande	0/24	0.0%	0.0–13.8%	0
10	Bella Hadid	0/24	0.0%	0.0–13.8%	0
11	Drew Barrymore	0/24	0.0%	0.0–13.8%	0
12	Eva Longoria	0/24	0.0%	0.0–13.8%	0
13	Gwyneth Paltrow	0/24	0.0%	0.0–13.8%	0
14	Hailey Bieber	0/24	0.0%	0.0–13.8%	0
15	Halsey	0/24	0.0%	0.0–13.8%	0
16	Harry Styles	0/24	0.0%	0.0–13.8%	0
17	Jennifer Lopez	0/24	0.0%	0.0–13.8%	0
18	Jessica Alba	0/24	0.0%	0.0–13.8%	0
19	Kendall Jenner	0/24	0.0%	0.0–13.8%	0
20	Kerry Washington	0/24	0.0%	0.0–13.8%	0
21	Kylie Jenner	0/24	0.0%	0.0–13.8%	0
22	Lady Gaga	0/24	0.0%	0.0–13.8%	0
23	Margot Robbie	0/24	0.0%	0.0–13.8%	0
24	Millie Bobby Brown	0/24	0.0%	0.0–13.8%	0
25	Miranda Kerr	0/24	0.0%	0.0–13.8%	0
26	Olivia Rodrigo	0/24	0.0%	0.0–13.8%	0
27	Pharrell Williams	0/24	0.0%	0.0–13.8%	0
28	Scarlett Johansson	0/24	0.0%	0.0–13.8%	0
29	Selena Gomez	0/24	0.0%	0.0–13.8%	0
30	Sydney Sweeney	0/24	0.0%	0.0–13.8%	0
31	Victoria Beckham	0/24	0.0%	0.0–13.8%	0
32	Zendaya	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

Question group: Retailer-specific

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Rihanna	24/24	100.0%	86.2–100.0%	15
2	Selena Gomez	22/24	91.7%	74.2–97.7%	6
3	Ariana Grande	17/24	70.8%	50.8–85.1%	1
4	Tracee Ellis Ross	16/24	66.7%	46.7–82.0%	0
5	Lady Gaga	13/24	54.2%	35.1–72.1%	0
6	Millie Bobby Brown	13/24	54.2%	35.1–72.1%	0
7	Kylie Jenner	12/24	50.0%	31.4–68.6%	2
8	Hailey Bieber	9/24	37.5%	21.2–57.3%	0
9	Jessica Alba	8/24	33.3%	18.0–53.3%	0
10	Drew Barrymore	6/24	25.0%	12.0–44.9%	0
11	Gwyneth Paltrow	6/24	25.0%	12.0–44.9%	0
12	Miranda Kerr	6/24	25.0%	12.0–44.9%	0
13	Beyonce	4/24	16.7%	6.7–35.9%	0
14	Jennifer Aniston	4/24	16.7%	6.7–35.9%	0
15	Jennifer Lopez	4/24	16.7%	6.7–35.9%	0
16	Gabrielle Union	3/24	12.5%	4.3–31.0%	0
17	Kendall Jenner	3/24	12.5%	4.3–31.0%	0
18	Halsey	2/24	8.3%	2.3–25.8%	0
19	Kim Kardashian	2/24	8.3%	2.3–25.8%	0
20	Bella Hadid	1/24	4.2%	0.7–20.2%	0
21	Pharrell Williams	1/24	4.2%	0.7–20.2%	0
22	Scarlett Johansson	1/24	4.2%	0.7–20.2%	0
23	Amanda Seyfried	0/24	0.0%	0.0–13.8%	0
24	Eva Longoria	0/24	0.0%	0.0–13.8%	0
25	Harry Styles	0/24	0.0%	0.0–13.8%	0
26	Kerry Washington	0/24	0.0%	0.0–13.8%	0
27	Margot Robbie	0/24	0.0%	0.0–13.8%	0
28	Olivia Rodrigo	0/24	0.0%	0.0–13.8%	0
29	Sydney Sweeney	0/24	0.0%	0.0–13.8%	0
30	Taraji P. Henson	0/24	0.0%	0.0–13.8%	0
31	Victoria Beckham	0/24	0.0%	0.0–13.8%	0
32	Zendaya	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

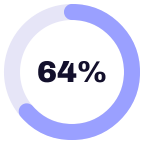
Question group: Nails and tools

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Harry Styles	14/24	58.3%	38.8–75.5%	10
2	Gwyneth Paltrow	6/24	25.0%	12.0–44.9%	0
3	Tracee Ellis Ross	6/24	25.0%	12.0–44.9%	5
4	Drew Barrymore	5/24	20.8%	9.2–40.5%	1
5	Victoria Beckham	4/24	16.7%	6.7–35.9%	0
6	Kendall Jenner	3/24	12.5%	4.3–31.0%	0
7	Lady Gaga	3/24	12.5%	4.3–31.0%	1
8	Miranda Kerr	3/24	12.5%	4.3–31.0%	0
9	Selena Gomez	3/24	12.5%	4.3–31.0%	0
10	Taraji P. Henson	3/24	12.5%	4.3–31.0%	0
11	Beyonce	2/24	8.3%	2.3–25.8%	2
12	Jessica Alba	2/24	8.3%	2.3–25.8%	0
13	Kylie Jenner	2/24	8.3%	2.3–25.8%	1
14	Rihanna	2/24	8.3%	2.3–25.8%	1
15	Jennifer Aniston	1/24	4.2%	0.7–20.2%	0
16	Kim Kardashian	1/24	4.2%	0.7–20.2%	0
17	Amanda Seyfried	0/24	0.0%	0.0–13.8%	0
18	Ariana Grande	0/24	0.0%	0.0–13.8%	0
19	Bella Hadid	0/24	0.0%	0.0–13.8%	0
20	Eva Longoria	0/24	0.0%	0.0–13.8%	0
21	Gabrielle Union	0/24	0.0%	0.0–13.8%	0
22	Hailey Bieber	0/24	0.0%	0.0–13.8%	0
23	Halsey	0/24	0.0%	0.0–13.8%	0
24	Jennifer Lopez	0/24	0.0%	0.0–13.8%	0
25	Kerry Washington	0/24	0.0%	0.0–13.8%	0
26	Margot Robbie	0/24	0.0%	0.0–13.8%	0
27	Millie Bobby Brown	0/24	0.0%	0.0–13.8%	0
28	Olivia Rodrigo	0/24	0.0%	0.0–13.8%	0
29	Pharrell Williams	0/24	0.0%	0.0–13.8%	0
30	Scarlett Johansson	0/24	0.0%	0.0–13.8%	0
31	Sydney Sweeney	0/24	0.0%	0.0–13.8%	0
32	Zendaya	0/24	0.0%	0.0–13.8%	0

PROFILES

03 The top eight, side by side



RANK 1

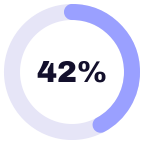
Rihanna

183/288 answers · 95% CI 57.8–68.9%

2.1 first-mention position

not available owned-domain citation (0/288)

not available citation share



RANK 2

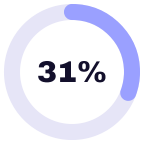
Selena Gomez

121/288 answers · 95% CI 36.5–47.8%

2.7 first-mention position

not available owned-domain citation (0/288)

not available citation share



RANK 3

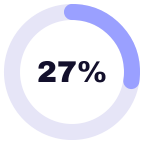
Ariana Grande

88/288 answers · 95% CI 25.5–36.1%

4.1 first-mention position

not available owned-domain citation (0/288)

not available citation share



RANK 4

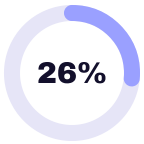
Hailey Bieber

79/288 answers · 95% CI 22.6–32.9%

3.2 first-mention position

not available owned-domain citation (0/288)

not available citation share



RANK 5

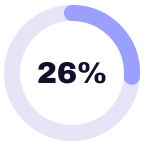
Lady Gaga

76/288 answers · 95% CI 21.6–31.8%

4 first-mention position

not available owned-domain citation (0/288)

not available citation share



RANK 6

Kylie Jenner

75/288 answers · 95% CI 21.3–31.4%

3.6 first-mention position

not available owned-domain citation (0/288)

not available citation share



RANK 7

Jessica Alba

64/288 answers · 95% CI 17.8–27.4%

5.5 first-mention position

not available owned-domain citation (0/288)

not available citation share



RANK 8

Jennifer Lopez

59/288 answers · 95% CI 16.2–25.5%

4.9 first-mention position

not available owned-domain citation (0/288)

not available citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

ChatGPT named Kylie Jenner in 27 of 72 answers. The other engines named Kylie Jenner in 14 to 18 of 72. Perplexity named Harry Styles in 18 of 72 answers. The other engines named Harry Styles in 5 to 9 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Rihanna	**68.1%**
Selena Gomez	**41.7%**
Kylie Jenner	**37.5%**
Jennifer Lopez	**29.2%**
Lady Gaga	**27.8%**
Hailey Bieber	**23.6%**

Claude

72 ASKED | 72 RETURNED | 72 GROUNDED

Rihanna	**56.9%**
Selena Gomez	**40.3%**
Ariana Grande	**36.1%**
Hailey Bieber	**29.2%**
Jennifer Lopez	**27.8%**
Lady Gaga	**26.4%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Rihanna	**61.1%**
Selena Gomez	**34.7%**
Hailey Bieber	**34.7%**
Ariana Grande	**31.9%**
Tracee Ellis Ross	**25%**
Lady Gaga	**23.6%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Rihanna	**68.1%**
Selena Gomez	**51.4%**
Ariana Grande	**37.5%**
Lady Gaga	**27.8%**
Harry Styles	**25%**
Tracee Ellis Ross	**23.6%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 65 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 56 = 344 answers.



TRIGGER RATE

Google AI Overviews appeared on 56 of 65 searches (86.2%, CI 75.7–92.5%). The other 9 searches showed no overview. Within the 56 overviews, Rihanna was named in 30 (53.6%), Selena Gomez was named in 25 (44.6%), Hailey Bieber was named in 21 (37.5%), Kylie Jenner was named in 20 (35.7%). youtube.com was the most-cited source, with 31 citations and an appearance in 24 of 56 overviews.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	Rihanna	61.9%	=
2	Selena Gomez	42.4%	=
3	Ariana Grande	30.8%	=
4	Hailey Bieber	29.1%	=
5	Kylie Jenner	27.6%	▲ 1
6	Lady Gaga	27.3%	▼ 1
7	Jessica Alba	20.6%	=
8	Jennifer Lopez	20.1%	=
9	Tracee Ellis Ross	18.9%	=
10	Beyonce	18.9%	=

LEADERS BY QUESTION

06 Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

Rihanna 100%

TIED WITH SELENA GOMEZ, LADY GAGA

Selena Gomez	100%
Lady Gaga	100%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Hailey Bieber 100%

TIED WITH RIHANNA, MIRANDA KERR

Rihanna	100%
Miranda Kerr	100%

AI Overview shown on 1 of 2 searches

Q03 · 12 ANSWERS

Rihanna 100%

TIED WITH SELENA GOMEZ, KYLIE JENNER

Selena Gomez	100%
Kylie Jenner	100%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Rihanna 50%

TIED WITH HAILEY BIEBER

Hailey Bieber	50%
Lady Gaga	33.3%

AI Overview shown on 1 of 1 searches

Q05 · 12 ANSWERS

Olivia Rodrigo 100%

Zendaya	33.3%
Amanda Seyfried	33.3%

AI Overview shown on 1 of 1 searches

Q06 · 12 ANSWERS

Ariana Grande 100%

Rihanna	91.7%
Jennifer Lopez	75%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,456 citations in total. en.wikipedia.org was cited most often, with 166 citations (6.8%) across 91 answers. Next came newbeauty.com (61), cosmeticsbusiness.com (58), allure.com (55), prnewswire.com (55), sephora.com (52).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

en.wikipedia.org	**31.6%**
newbeauty.com	**18.4%**
allure.com	**16.3%**
cosmeticsbusiness.com	**16%**
prnewswire.com	**14.2%**
whowhatwear.com	**11.1%**
glossy.co	**10.8%**
sephora.com	**10.1%**
youtube.com	**10.1%**
vogue.com	**9.4%**

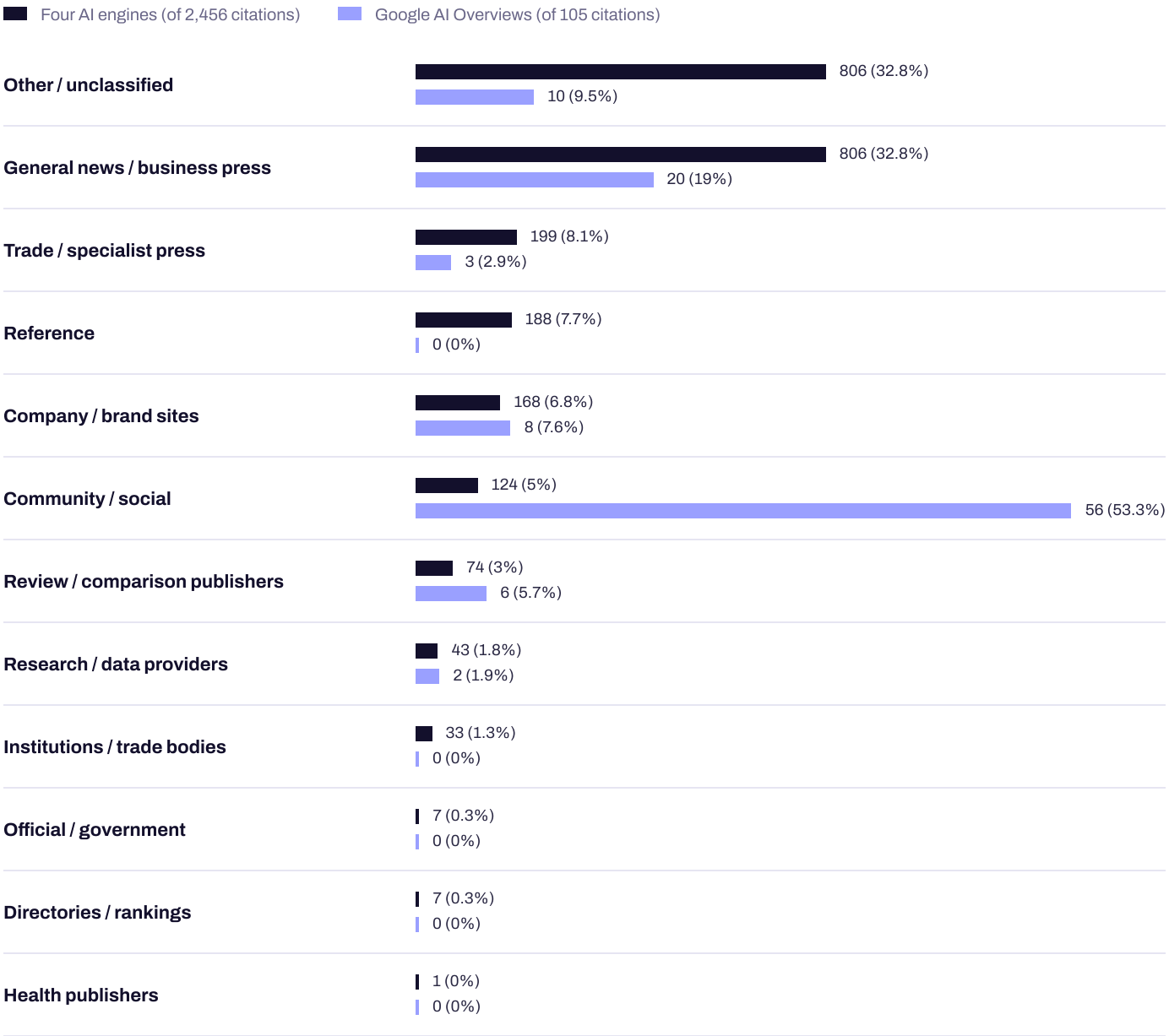
GOOGLE AI OVERVIEWS · SHARE OF 56 OVERVIEWS

youtube.com	**42.9%**
instagram.com	**19.6%**
facebook.com	**12.5%**
cosmetify.com	**10.7%**
allure.com	**7.1%**
reddit.com	**5.4%**
hauteliving.com	**5.4%**
sephora.com	**5.4%**
blog.selfnamed.com	**3.6%**
fashionbi.com	**3.6%**

07 WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited.



08

WHAT THE DATA SUGGESTS

How can people improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	None of the tracked names had its own domains cited in these answers.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were en.wikipedia.org (in 31.6% of grounded answers), newbeauty.com (18.4%), allure.com (16.3%), cosmeticsbusiness.com (16.0%) and prnewswire.com (14.2%). General news and business press supplied 32.8% of citations and trade and specialist press 8.1%.
Check each engine separately.	Perplexity named Ariana Grande in 37.5% of answers against 16.7% on ChatGPT. ChatGPT named Jennifer Lopez in 29.2% of answers against 9.7% on Perplexity.
Do not ignore video and community sites.	Community and social sites supplied 5.1% of Google AI Overview citations against 5.0% in the four chat engines. youtube.com was cited in 42.9% of overviews, instagram.com in 19.6% and facebook.com in 12.5%.
Watch names outside the tracked list.	Julia Roberts (20 answers), Paris Hilton (20 answers), Billie Eilish (15 answers) and Alicia Keys (15 answers) were named often but were not tracked.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

09 What AI answers

Q1 Which celebrities appear in these AI answers?

Rihanna: 183/288 returned four-engine answers (63.5%; 95% interval 57.8–68.9%).

Q2 Which tracked name is named first most often?

Rihanna was the first person named in 83 of 288 answers, with an average first position of 2.1.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 56 of 65 searches (86.2%, CI 75.7–92.5%). Within those 56 overviews, Rihanna was named most often, in 30 (53.6%).

Q4 Which sources do the engines cite?

Across 2,456 four-engine citations, en.wikipedia.org was cited most (166 citations, in 91 of 288 grounded answers), followed by newbeauty.com (61 citations).

Q5 Do the four engines agree?

Only in part. ChatGPT named Kylie Jenner in 27 of 72 answers, against 14 to 18 of 72 on the other engines. Perplexity named Harry Styles in 18 of 72 answers, against 5 to 9 of 72 on the other engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	65
questions		runs each		AI engines		answers		Google searches · 56 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 6 to 7, 2026. United States, English; Google retrieval uses desktop results. Models: gpt-5-mini, claude-sonnet-5-5, gemini-3.6-flash only, sonar-pro. Google AI Overviews come from DataForSEO, not inferred chat answers. Appearance counts returned text, including ungrounded answers; citation rates use grounded answers. Longer overlapping names suppress shorter ones; First mention is the earliest eligible name order. Own-domain rates include declared domains and subdomains; shared parent scopes may count for multiple names and cannot be summed as unique citations.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	72
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	65	56 shown	56

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the tracked name ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the tracked name first appears (1 = first).
- Own-domain citation: grounded answers citing the tracked name's domains ÷ grounded answers.
- Citation share: citations to the tracked name's domains ÷ all citations.

LIMITATIONS

- Only 32 tracked people are ranked; results are not an exhaustive market ranking.
- Only the tracked people were scored. The untracked people named most often were Julia Roberts (20 answers), Paris Hilton (20 answers), Billie Eilish (15 answers) and Alicia Keys (15 answers); brand names were not counted in the people ranking.
- 353 of 360 planned results were returned: 7 of 72 AI Overview lookups were excluded after three attempts because Google search retrieval failed or returned incomplete results. They are not counted as no-overview results.
- 65 successful Google searches: 56 overviews shown; 9 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- No Core question names a tracked name.
- Source types use Company / brand sites only for verified official sites; other unresolved sites are Other / unclassified.
- Wilson 95% intervals are descriptive; overlapping leading intervals do not establish a sole leader. Measurements do not endorse medical, legal, financial or product claims.
- People only are ranked; personal websites are not tracked, and brand sites are counted in the separate brand table. Names were matched by full name, so first names alone (Kylie, Kim, Selena) were not counted. Rhode was acquired by e.l.f. Beauty in 2025. Claim accuracy is not scored.
- Google Shopping and unresolved google.com/goto links are excluded from cited sources; original URLs remain in the evidence.
- Appearance rates use all returned four-engine answers; own-site citation rates use grounded answers, so the two are separate measures.
- Status: SKIMS acquired SKKN BY KIM in March 2025 and the line closed on June 29, 2025. Still tracked by name; no live own site.
- Answers were collected through each engine's API using the model IDs listed in the methodology. The consumer ChatGPT, Claude, Gemini and Perplexity apps can answer differently.

A

APPENDIX

The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	**What are the best celebrity-owned makeup brands?**	Celebrity makeup brands	CORE QUESTION
02	**What are the best celebrity skincare brands?**	Celebrity skincare brands	CORE QUESTION
03	**Which celebrities have their own beauty brands?**	Celebrity makeup brands	CORE QUESTION
04	**Which celebrity would be the best partner for a clean skincare launch at Sephora?**	Rising celebrity partners	CORE QUESTION
05	**Who are the current celebrity ambassadors for Lancôme?**	Long-term brand ambassadors	CORE QUESTION
06	**Which celebrity fragrance brands are most popular?**	Fragrance	CORE QUESTION
07	**What are the best celebrity haircare brands?**	Haircare	CORE QUESTION
08	**Which Black-owned celebrity haircare brands are worth trying?**	Haircare	CORE QUESTION
09	**Which young celebrities are rising beauty brand partners?**	Rising celebrity partners	CORE QUESTION
10	**Which celebrity beauty brands are sold at Sephora?**	Retailer-specific	CORE QUESTION
11	**Which celebrity beauty brand is best for sensitive skin?**	Celebrity skincare brands	CORE QUESTION
12	**Which celebrity makeup brands have the best foundation shade ranges?**	Celebrity makeup brands	ADDED QUESTION
13	**Which celebrity lip products are most popular?**	Celebrity makeup brands	ADDED QUESTION
14	**Which celebrities have launched skincare lines in the last few years?**	Celebrity skincare brands	ADDED QUESTION
15	**Which celebrities are ambassadors for luxury beauty brands?**	Long-term brand ambassadors	ADDED QUESTION
16	**Which celebrities have long-running beauty brand partnerships?**	Long-term brand ambassadors	ADDED QUESTION
17	**Which celebrities have their own perfume lines?**	Fragrance	ADDED QUESTION
18	**Which celebrity nail polish or nail care brands exist?**	Nails and tools	ADDED QUESTION
19	**Which celebrities have launched beauty tools or devices?**	Nails and tools	ADDED QUESTION
20	**Which celebrity beauty brands are sold at Ulta?**	Retailer-specific	ADDED QUESTION
21	**Which celebrity beauty brands have been most commercially successful?**	Celebrity makeup brands	ADDED QUESTION
22	**Which celebrities appear in beauty advertising campaigns most often?**	Long-term brand ambassadors	ADDED QUESTION
23	**Which celebrities have men's grooming or gender-neutral beauty brands?**	Celebrity skincare brands	ADDED QUESTION
24	**Which celebrity body care brands are popular?**	Celebrity skincare brands	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Celebrity Beauty Index 2.0

Measured November 6 to 7, 2026 · 5W Public Relations

WEB
5wpr.com

RESEARCH
5wpr.com/research